

NYSCA PRESENTS:

Arts Online: COVID Communications and Beyond



**Council on
the Arts**

**RESNICOW
AND ASSOCIATES**

May 2020

Arts Online: COVID Communications and Beyond

1. Elements of a strong digital presence
2. Updating your website
3. Optimizing your Email
4. Enhancing your Social Media
5. Key Takeaways



What we're seeing in the arts and culture field right now...

A strong digital presence, especially now, must include the following:

1. Valuable information
2. A consistent visual look and voice
3. Audience engagement
4. Multiple digital touchpoints



wnybookartscenter • [Follow](#)



wnybookartscenter Our Hardcover Bookbinding Kits have been flying like hot cakes! 🥞 This kit includes instructions and essential materials to make 3 (!!) hardcover books. Perfect for older children or adults who are looking for a quick, easy introduction to book making! What will you fill these pages with?? .

Check these out and our other



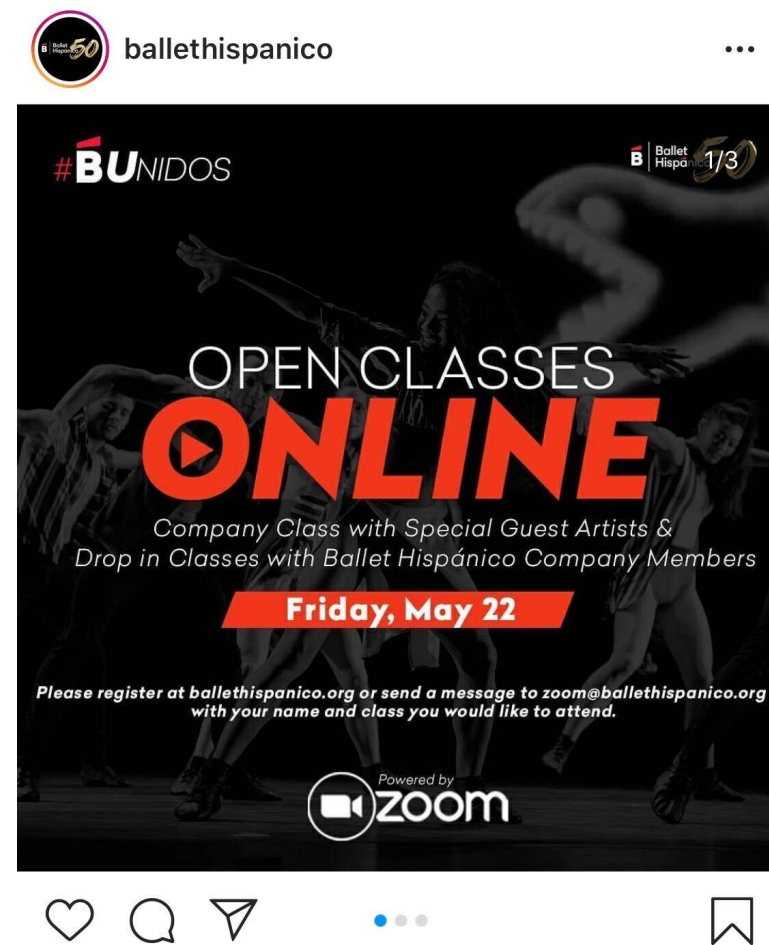
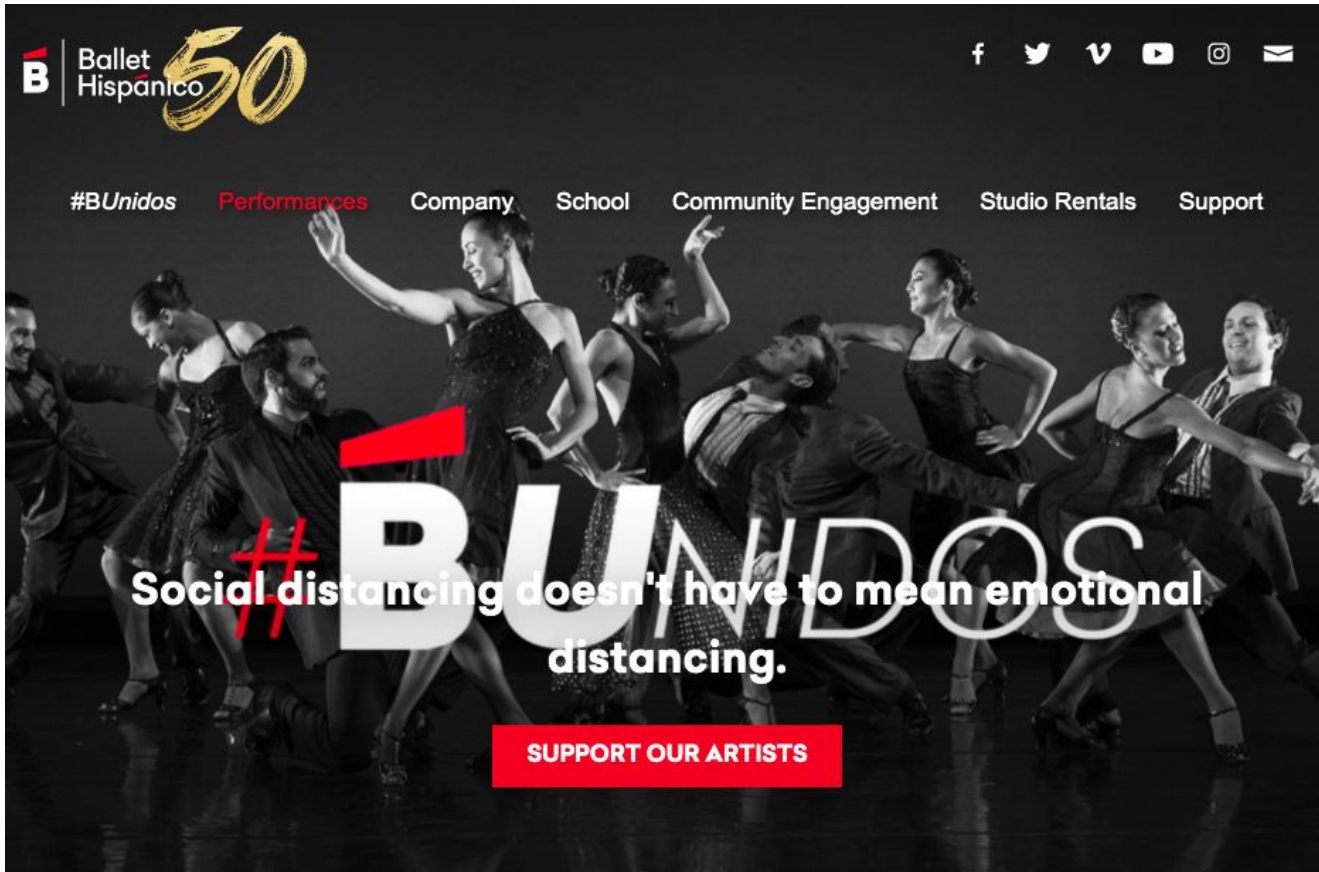
44 likes

APRIL 20

Add a comment...

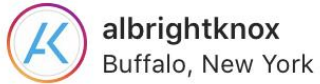
[Post](#)

Element #1: Valuable Information



27 likes
ballethispanico Online Classes || Friday's Schedule
 Take Class Online with Master Artists and Ballet Hispánico Company Dancers!
 --
 • Company Class | Ballet with Ana Novoa
 • Drop In Class| Afro-Cuban with Lyvan Verdecia

Element #2: A consistent visual look and voice



512 likes

albrightknox #ArtAlive2020, which wrapped up last week, was a celebration of creativity! Every year, the AK invites everyone to create live re-creations... more

View all 2 comments

May 12



★ #DidYouKnow? You can explore the Albright-Knox's works by keyword, artist's name, artist's nationality, artwork type, date created & more. You can also download high-res images of works in the public domain. albrightknox.org/collection [Albert Bierstadt's "Laramie Peak," 1870]



4:00 PM · May 20, 2020 · Sprout Social

2 Retweets 3 Likes



Congratulations to our friends at @TheMartinHouse for this great story in @washingtonpost! #WNYCulturalConnections



The Washington Post Highlights Martin House
Philip Kennicott, The Washington Post's art and architecture critic, has a story today about the Martin House – the beauty of its design, the efforts t...
buffalorising.com

1:00 PM · May 13, 2020 · Sprout Social

3 Retweets 9 Likes



Element #3: Audience engagement

Email



APOLLO CARES

For over 85 years, the Apollo Theater has been a pillar of the Harlem community. While our doors may be temporarily closed, we remain committed to the wellbeing of our #ApolloFam. Please visit apollotheater.org/apollocares for resources that we hope will be useful during this challenging time.

[LEARN MORE](#)

Website



Social



Element #4: Multiple digital touchpoints

Do

Acknowledge the current situation where appropriate

Don't

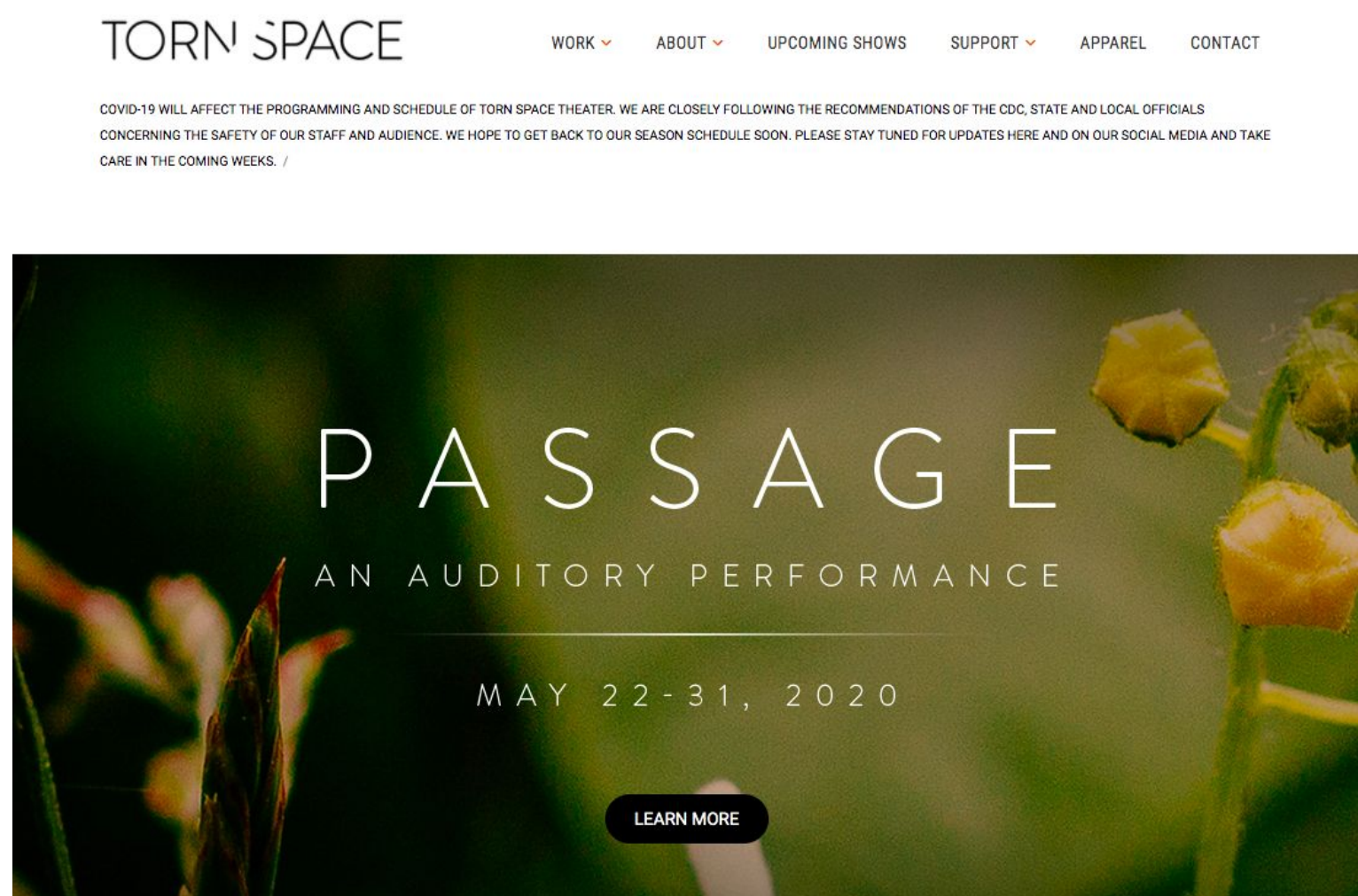
Consistently emphasize the global pandemic. Provide solutions!



2. Updating Your Website

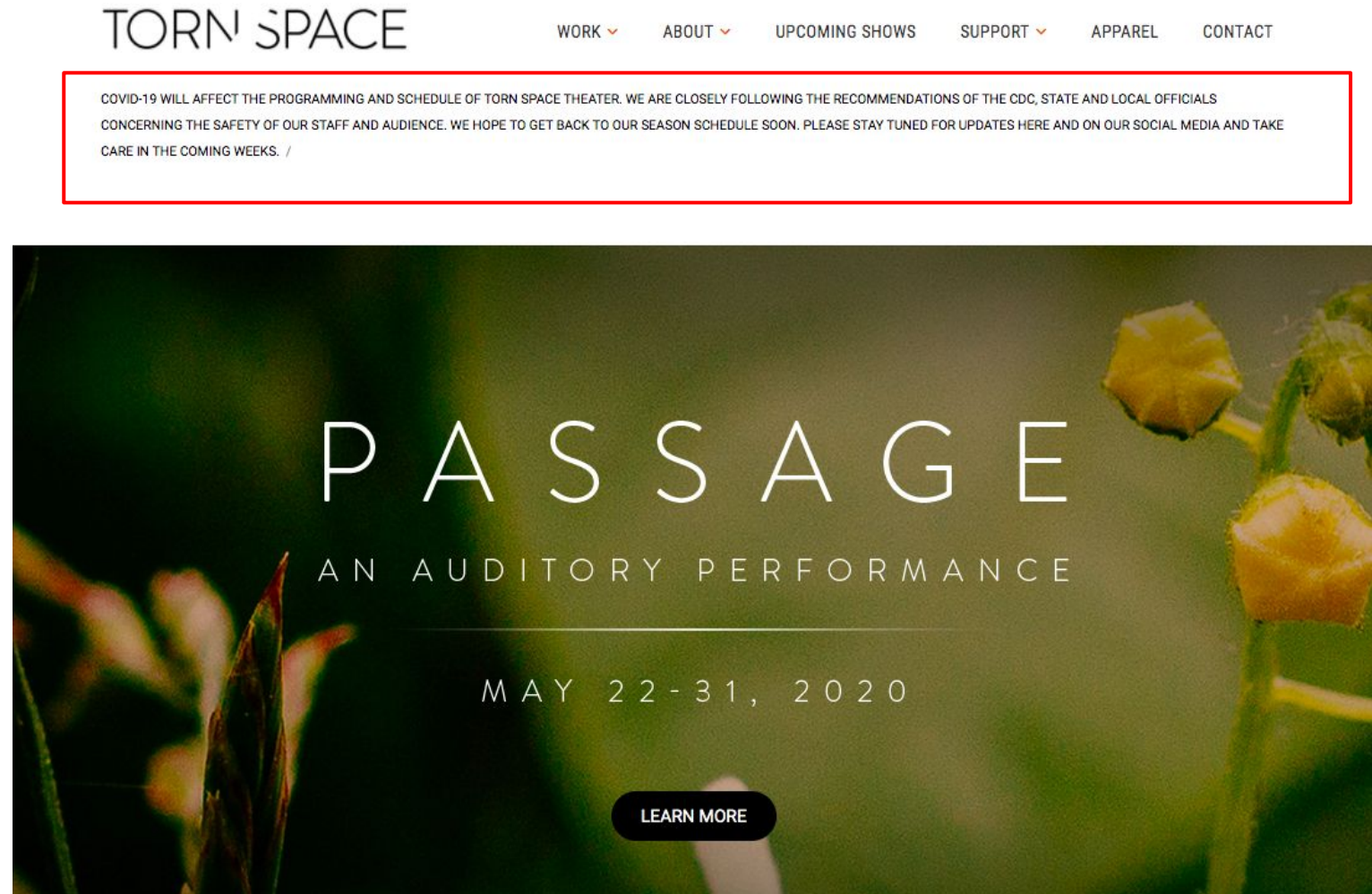


- Have open/close status information
- Have resources directly on homepage or dedicated landing page
- Enable email sign-ups for when you reopen & social icons



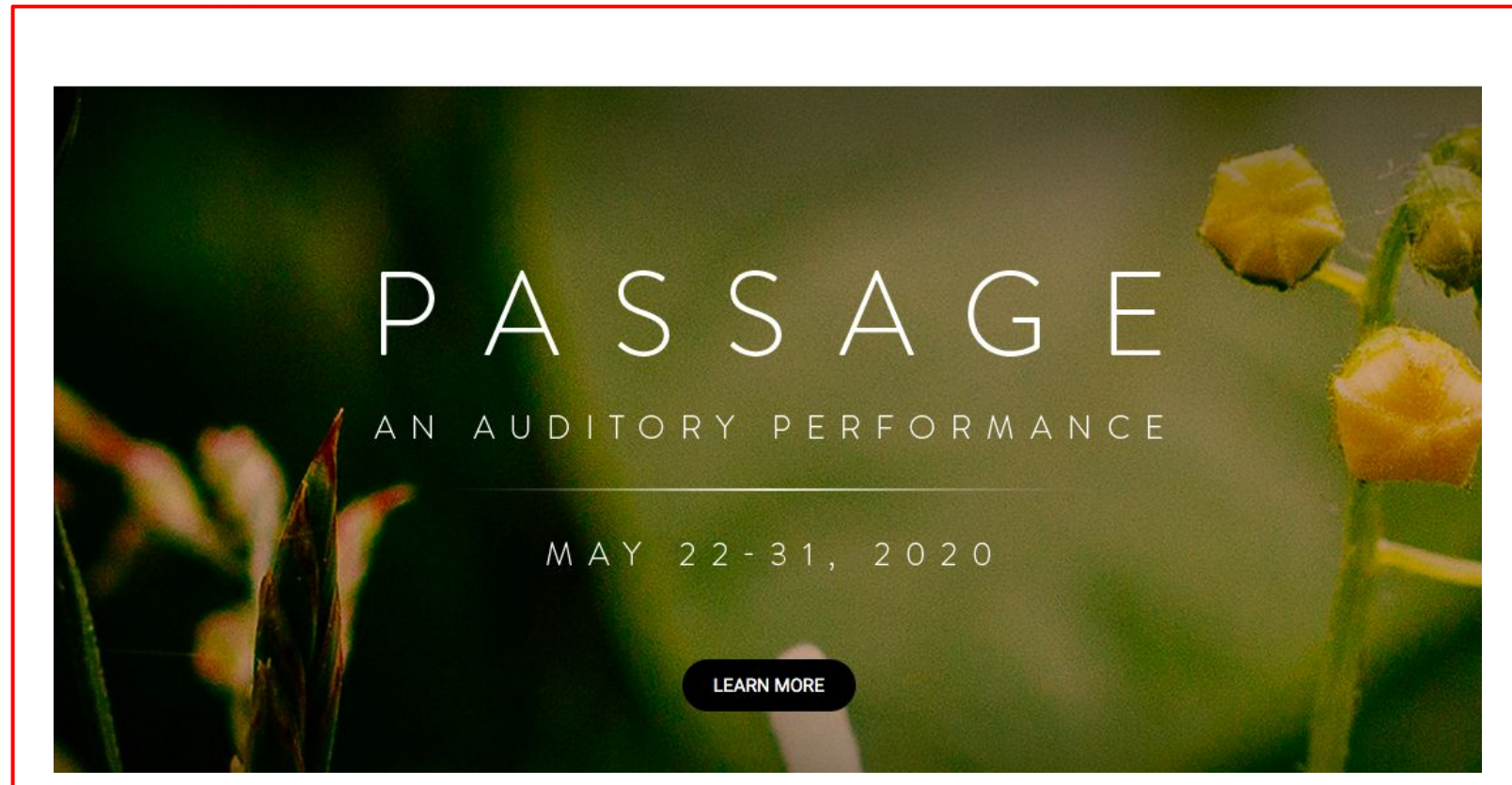
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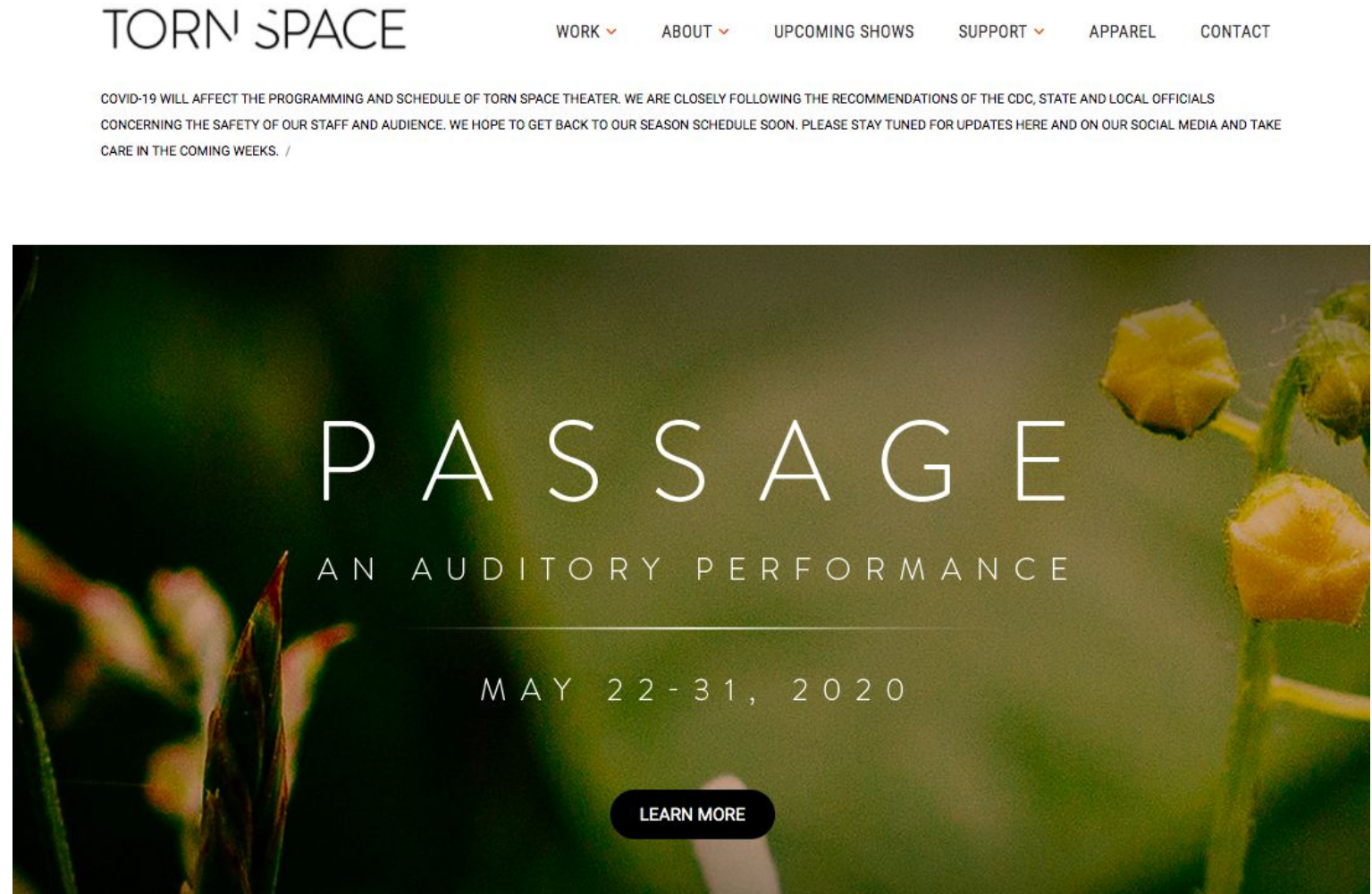
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[Translate »](#)[HOME](#)[MUSEUM FROM HOME ▾](#)[VISIT ▾](#)[EXHIBITIONS ▾](#)[PROGRAMS AND EVENTS ▾](#)[EDUCATION ▾](#)[ABOUT ▾](#)[JOIN & GIVE ▾](#)[Museum From Home](#)[The Outdoors](#)

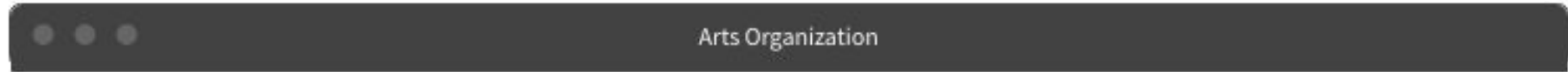
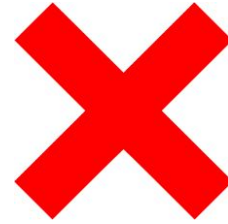
Although the buildings are temporarily closed, our sculpture garden is open for you to enjoy

[DONATE TO SUPPORT THE MUSEUM DURING OUR TEMPORARY CLOSURE](#)

Experience Art, Nature
and History at NCMA

Website

RESNICOW
AND ASSOCIATES



Arts Organization

About

Programming

News



We are closed due to COVID-19

Website



[ABOUT](#) [VIRTUAL CLASSES](#) [COMMUNITY ARTS](#) [EVENTS](#) [EXHIBITIONS](#) [SUPPORT](#) [OPPORTUNITIES](#) [SHOP](#) [COVID-19 RESPONSE](#)  

COVID-19 Response

Quick Links

Click on the links below or continue scrolling to learn a bit more!



[Clay Virtual Adult Programs](#)



[Clay Virtual Youth Programs](#)

Live classes with CAC artists. NEW! Virtual parties also available!



[Expo Gallery & Shop](#)

Shop functional and sculptural ceramic works from artists based all over the US and Clay Art Center



[Support CAC](#)



Website

2. Optimizing your email for consistency

- Layout and structure
- Subject lines
- Send frequency

NCMA Recommends: Auguste Rodin's The Cathedral



We hope you're enjoying our [NCMA from Home content](#), like the [recommendations](#) below inspired by a visitor-favorite work of art. As we start planning for the best possible visitor experience when we reopen, we've partnered with Alexander Babbage, an independent market research firm, to conduct [a five-minute survey](#) about what we can do to make you feel comfortable about your return to the Museum.

[Take the Survey Now](#)

We sincerely appreciate your willingness to participate and look forward to seeing you on the Museum campus soon.

Auguste Rodin, *The Cathedral*



NCMA Recommends: Giotto, Peruzzi Altarpiece



Each Friday, the Museum staff takes a visitor favorite work of art ([that you submit!](#)) and shares art making, film, music, and educational recommendations that it inspires. You'll enjoy artist interviews, mindfulness activities, and more, for all ages. [Explore past editions and all NCMA from Home content.](#)


Giotto, *Peruzzi Altarpiece*



The Florentine painter, sculptor, and architect Giotto di Bondone was the most celebrated artist of his day. By the time the Peruzzi altarpiece was painted, around 1310, he was known throughout the Italian peninsula as the best and most innovative painter. Poets and chroniclers of the 14th and 15th centuries praised his ability to paint figures and gestures *al naturale* (in a lifelike manner) as well as his success and fame.

2. Optimizing your email for consistency

- Layout and structure
- **Subject lines**
- **Send frequency**



<input type="checkbox"/>	☆	»	North Carolina Muse.	Inbox	NCMA Recommends: Giotto, P...	May 15
<input type="checkbox"/>	☆	»	North Carolina Muse.	Inbox	NCMA Recommends: Auguste ...	May 8
<input type="checkbox"/>	☆	»	North Carolina Muse.	Inbox	NCMA Recommends: Kusama's...	May 1
<input type="checkbox"/>	☆	»	North Carolina Muse.	Inbox	NCMA Recommends: The Gard...	Apr 24
<input type="checkbox"/>	☆	»	North Carolina Muse.	Inbox	NCMA Recommends: Lines Th...	Apr 17
<input type="checkbox"/>	☆	»	North Carolina Muse.	Inbox	NCMA Recommends: Monet's ...	Apr 10
					nds: Art as "E...	Apr 3

Fri, May 15, 10:03 AM (6 days ago)

**NCMA Recommends
is sent every Friday!**

MUSEUM MONDAYS

STAY IN, STAY WITH US, STAY DMA

A Note from Our Curator



Last August we unveiled the newly refreshed European Art Galleries, a major undertaking that involved the total reinstallation of nearly 150 paintings, sculptures, works on paper, and decorative art objects. Prompted by Eugene and Margaret McDermott's incredible bequest of Impressionist and modern masterpieces, the reinstallation gave us a rare opportunity to rethink the collection and present it in dynamic new ways.

Remarkably, we reopened the galleries with more than 40 new works of art, the majority of which came into the Museum through the generosity of local collectors in 2019. Enriched over the years by gifts of artwork and acquisition funds, the European collection as it stands today is truly a reflection of our community and supporters.

As the city's museum, the DMA continues to grow its collection, piece by piece, with the hope of inspiring all those who walk through our doors, whether in person or virtually.

Dr. Nicole R. Myers
The Barbara Thomas Lemmon Senior Curator of European Art

MUSEUM MONDAYS

STAY IN, STAY WITH US, STAY DMA

A Note from Our Education Director



Two exhibitions were scheduled to open at the DMA on March 15: *For a Dreamer of Houses* and *We Are ARTISTS: The Stewpot Art Program*. One exhibition examines how the home has inspired contemporary artists. The other celebrates the empowerment individuals can find through art, even if they lack secure housing.

We Are ARTISTS, now available to view online, is the first exhibition hosted by the DMA of works by Stewpot Art Program participants. The DMA has a long-standing partnership with the Stewpot Art Program, a community outreach plan for individuals experiencing housing insecurity and homelessness. Through art classes and visits to the Museum, the program provides participants with opportunities for creative and personal growth, as well as healing and support.

We invite you to explore this presentation of art from the community and learn more about The Stewpot through our virtual gallery.

Claire Moore
The Allen and Kelli Questrom Center for Creative Connections Education Director

MUSEUM MONDAYS

STAY IN, STAY WITH US, STAY DMA

A Note from Our Education Director



As a former art teacher, I know how powerful experiencing and creating art can be. Art can transport us across the world, build our appreciation of different cultures, and show us new perspectives. At the Dallas Museum of Art, our aim is to bring art to life. Our staff members come from many backgrounds and perform many jobs, but we all share a common goal of connecting our community with art. Whether you are seeking joy, healing, or inspiration at this unprecedented moment, we hope the ideas below for making meaningful connections through art will bring you one step closer.

Claire Moore
The Allen and Kelli Questrom Center for Creative Connections Education Director

EMAIL



EMAIL



YOUR WEEKLY DOSE OF POSITIVITY

Let's face it, we could all use a little more positivity these days. Here's our pick for this week:

via TimeOut New York:

The co-owners of Six Harbors Brewing Company, Mark and Karen Heuvelter, celebrated the second anniversary of their Long Island taproom on May 4th under circumstances they never could have predicted. But unlike countless businesses still shuttered today, the couple's pair of golden retrievers are helping keep the microbrewery afloat.

Buddy and Barley—3-years-old and 1-year-old, respectively—greet customers who've bought beer for curbside pickup or delivery in Suffolk and Nassau counties every day. The Heuvelters attach empty beer cans on a string and place it around the dogs' necks before they barrel down a green lawn or cement driveway. Donning gloves and masks, the husband-and-wife team hand deliver cold beers to thirsty customers while their 90- and 60-pound male dogs watch on.

Read the rest of the story [here!](#)

Looking for ways to do good from home? [Click here](#) to check out a list of volunteer and donation opportunities.

UPCOMING VIRTUAL PROGRAMS



Resilience Conditioning Workout

Lynze Schiller, Creator of M-PWR® Fitness

This workout uses positive psychology to empower your workout and train your brain in your day-to-day life. Classes feature specific Conditioning to Counter your Quarantine Couch Time™ to meet the unique physiological needs of our bodies during our "shelter in place" lifestyle. This metabolic interval training is designed to serve as a mirror for the intervals you may face in life.

Thu, May 14, 6:30–7:16 pm, \$26

For more info and to register, [click here](#).



Congratulations!

Tumblr is nominated for a Webby. Actually, you're nominated for a Webby. [A Webby for the Best Community on the entire internet.](#) And you deserve it. You're the most passionate, caring community of people. You come together to celebrate yourselves and signal-boosted others in the #BlackExcellence365 tag, and showed up strong during the National Voter Registration Day to make sure your voices were heard in the U.S. mid-term elections.

In between the serious stuff, you have some serious fun. People on Tumblr make Mishapocalypse trend on Tumblr every single year, go buck wild with their ships, and the BTS fans make sure BTS is the No. 1 trending band on our Top K-Pop lists every single week.

The last day to vote is April 18, so there's still time to head on over, tap a few buttons, and ensure your seventh Best Community win. It only takes a minute.

[Happy voting!](#)

EMAIL



SAVE THE DATE

Green Nation - São Paulo

The WCFF is honored to partner with the Green Nation sustainability Conference in Brazil. This event, the largest of its kind in South America, attracts over 100,000 attendees. WCFF is providing content for film screenings on endangered biodiversity in Brazil and participating in panel discussion during the week.

March 23-April 1
Green Nation Sustainability Conference
São Paulo, Brazil

Education Outreach Programs

April 5 - Temple University
Philadelphia, PA

April 10 - University of Southern California (USC)
Los Angeles, CA

For more information, contact: info@wcff.org

A Place for Penguins

Produced and directed by Tom Parry
North America Premiere 2019 WCFF

Synopsis:

Africa is a continent famous for its wildlife. But there is one resident that is often overlooked and many do not realize even exists - the African penguin. Years of over fishing have seen the African penguin species plummet to frighteningly low numbers

Watch Trailer: <https://vimeo.com/318612493>



WILDLIFE PHOTOGRAPHY & FILM TRIP

Peruvian Amazon

Spend 8 days, 7 nights at a private Amazon Eco Lodge for great wildlife viewing, photography and filming. Tree-top canopy walks, rainforest trekking, snorkeling with river dolphins and visit indigenous communities. Dates: July 11-18 (student trip) and December 5-12, 2019. All inclusive except international airfare. For more information contact: info@wcff.org



Make a Donation Today

Join our community in helping collect food for the hungry and providing clothes to the homeless. We ask that you consider making a donation, of any amount, to support a great cause. Here's how you can make a difference.

\$10

Provide a family meal

\$25

Provide a family member with new clothes

\$50-\$250

Feed a family for a week

[Donate Today](#)

Thank you for helping us enrich the lives of those in our community.



"No act of kindness,
no matter how small,
is ever wasted"

FOLLOW US



4. Enhancing Your Social Media

Your social media presence should focus on cultivating a community. This is achieved by:

1. Having a distinct POV
2. Consistency
3. Varying content
4. Remaining relevant



Nat'l Cowboy Museum
@ncwhm

Someone's gotta make sure the Museum stays looking good, especially The Duke. Many cowboys are famous for their dusters. Lol. [#HashtagTheCowboy](#) Thanks, Tim



7:32 PM · May 7, 2020 · [Twitter for iPhone](#)

183 Retweets 5.6K Likes



Pinned Tweet



rubinmuseum @RubinMuse... · Mar 26



We're all dealing with a large amount of change and uncertainty. To support our community during this challenging time, we've put together a care package of art and practices to help foster peace of mind wherever you are. [#EngageWithChange](#)
[#ArtCanHelp](#)



Rubin Care Package-Art and Practices for Navigating Ou...

rubinmuseum.org



2



21



37



Social Media



Park Avenue Armory
@ParkAveArmory



Over the next few days, we'll be sharing moments from Bill T. Jones' [#PAADeepBlueSea](#), which would have had its world premiere at the Armory tonight. Listen to a clip of Jones reading from [#MobyDick](#), which partially inspired the work: bit.ly/2Vs6Dhn



5:10 PM · Apr 14, 2020 · [Twitter Web App](#)


2 Retweets 5 Likes




Social Media




Social Media

 **publictheateryn** • Follow
New York, New York

 **publictheateryn** We Are One Public. Today. Tomorrow. Always. As we work to move forward together, we'll be virtually gathering on June 1 to hear songs and stories from some of your favorite artists. We will be streaming this for free on our Facebook, YouTube, and website, but your support before and during this event will ensure that we can continue to create theater for all. Oh, and @jessetyler is hosting, @iamkennyleon is directing, and @tedsperling will be our Musical Director. #WeAreOnePublic

1w

 dtmoldovan 🍌🍌🍌

534 likes
MAY 1

Add a comment... Post





rochester_fringe • [Follow](#)

Garth Fagan Dance



rochester_fringe Happy #WorldTheatreDay! Show some love to an arts organization, company, performer, or theatre that is important to you and shout them out in the comments. 💕👉📷: @djschiffhauer.photography

6w



magrochester 🍋🍋🍋



34 likes

MARCH 27

Add a comment...

Post

Social Media



Social Media



5. Key Takeaways



- **Make updates about your status** clearly visible at the top of your website
- **Link to resources and digital programs** for your audiences directly on homepage or create a dedicated landing page
- **Share the information about these programs and resources** across email and social media consistently
- **Share what you already have, what is unique, or what is trending —** images, videos, content from followers and your staff

RESNICOW AND ASSOCIATES

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